

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

PATENT NO. : 7,599,857 B2
APPLICATION NO. : 10/707309
DATED : October 6, 2009
INVENTOR(S) : Fred Bishop et al.

Page 1 of 2

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

TITLE PAGE ITEM [56] REFERENCES CITED

“WO WO9720279 A1 * 6/1997” should be deleted.

COLUMN 1

Line 47, “good” should read --goods--.
Line 48, “regardless” should read --regardless of--.

COLUMN 2

Line 25, “to consumer” should read --for consumers in--.
Line 41, “good” should read --goods--.
Line 48, “on” should read --in--.

COLUMN 4

Line 39, “memory” should read --memories--.
Line 41, “memory,” should read --memories,--.

COLUMN 5

Line 5, “appreciate” should read --appreciate,--.
Line 21, “etc)” should read --etc.)--.
Line 23, “offer.” should read --offers.--.
Line 32, “DB2by” should read --DB2® by--.

COLUMN 7

Line 53, “etc),” should read --etc.),--.

COLUMN 8

Line 5, “groups” should read --group--.

COLUMN 10

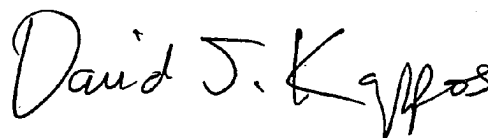
Line 16, "etc)" should read --etc.)--.
Line 20, "226).After" should read --226). After--.
Line 23, "etc)" should read --etc.)--.
Line 25, "Offer" should read --offer--.

COLUMN 11

Line 40, "initiate" should read --to initiate--.

Signed and Sealed this

Twelfth Day of January, 2010

A handwritten signature in black ink that reads "David J. Kappos". The signature is written in a cursive, flowing style.

David J. Kappos
Director of the United States Patent and Trademark Office